



Media Statement

THE MAPUNGUBWE INSTITUTE FOR STRATEGIC REFLECTION AND THE SABC ENTER INTO A RESEARCH CONTENT PARTNERSHIP

Johannesburg | Friday, 09 October 2020 - The **South African Broadcasting Corporation (SABC)** is proud to announce a research content partnership with the **Mapungubwe Institute for Strategic Reflection (MISTRA)**. MISTRA is an independent non-profit think tank based in Johannesburg, whose primary focus is strategic and transdisciplinary research at country, continental and global levels.

The partnership between the two institutions is based on a Memorandum of Understanding, and aims to promote the production of strategic research and facilitate discourse on macrosocial issues affecting South Africa. This initiative is anchored on an evidence-based approach to support and strengthen the public broadcaster's ability to provide relevant compelling, informative and educational content.

Commenting on this new development, the SABC's Group Chief Executive, Mr Madoda Mxakwe says, "Research is indispensable to delivering superior programming and exceptional execution of the public mandate. It is critical to ensuring that citizens have access to high-quality content and programmes that are relevant and of greater utility."

MISTRA's Director of Operations, Dr Oscar van Heerden says, "After 10 years of producing research straddling the country's complex challenges, such as issues of nation-formation, economic growth, social equity and South Africa's global positioning, the Institute is proud to share this knowledge with the rest of the country."

The partnership will also include commissioning of new research and provide platforms for debate in the form of events and symposiums.

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Jointly Issued by MISTRA and the SABC

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